



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	<b>STATION:</b> WFLA
<b>FROM:</b> Izzy Rostovsky	<b>HRP OFFICE:</b> Los Angeles

<b>REQUEST RECEIVED FROM</b>	<b>DATE:</b>
<b>BUYER:</b> Kym Mason	
<b>AGENCY:</b> Target Enterprises	
<b>ADDRESS:</b> 1526 Ventura Blvd. #1240. Sherman Oaks, Ca. 91403	
<b>PHONE #:</b> 818 905-0005	
<b>FAX #:</b>	
<b>OTHER:</b>	

<b>AVAILS FOR</b>
<b>COMMITTEE:</b> National Federation of Independent Businesses
<b>CPMGN MGR.</b> Bill Herrle, NFIB Florida Executive Director
<b>TREASURER:</b>
<b>ADDRESS:</b> 110 East Jefferson Street, Tallahassee, FL 32301
<b>PHONE #:</b> 850-681-0416
<b>FAX #:</b>
<b>OTHER:</b>

<b>FOR</b>
<b>CANDIDATE:</b>
<b>OFFICE:</b>
<b>PARTY:</b>

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	


ADV # \_\_\_\_\_ ADV. NAME ISS/NFIB  
 AGY # \_\_\_\_\_ AGY. NAME TARGET ENTERPRISES  
 15260 VENTURA BLVD., #1240  
 SHERMAN OAKS, CA 91403

ORDER # \_\_\_\_\_ CONTRACT # 3371747  
 CLASS: NATL. LOCAL REGIONAL  
 PRDCT NFIB EST#\* \* \* \* \* COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG20/12 AUG26/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG20/12 14.15

REP: 8/20 URGENT, NEW ORDER STARTS THIS WEEK (8/20)  
 TOT: \$21,100/10X  
 PLS CNF... TNX JOCELYN/IZZY

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ADV: NATIONAL FEDERATION OF INDEPENDENT BUSINESS

  
 8/21

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530P-600P	30		\$850.00	8/20	8/24	2		M-F	2
PROGRAM : NEWS CH8 AT 530P RA55+ : 3.6												
2			530P-600P	60		\$1,700.00	8/20	8/24	1		M-F	1
PROGRAM : NEWS CH8 AT 530P RA55+ : 3.6												
3			630P-700P	30		\$3,500.00	8/20	8/24	3		M-F	3
PROGRAM : NBC NIGHTLY NEWS RA55+ : 8.2												

AGENCY ADVERTISER CODE = NFIB  
 AGENCY PRODUCT CODE = NFIB  
 AGENCY EST# =

REP HEADLINE# 3371747  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 323-866-1414  
 ORDER WORKSHEET

FAX# 323-653-1865  
 HARRIS REPORT FROM REP  
 AUG20/12 14.15  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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4			1100P-1135P	30		\$1,800.00	8/20	8/26	4			4
PROGRAM : LATE NEWS RA55+ : 2.5												

AUG/12 21100.00

CONTRACT TOTAL 21100.00  
 TOTAL SPOTS 10

*M-F-SU*  
*W-Su*

MARKET TOTALS \$60,285 WFLA 35% WFTS 15% WTSP 15% WTVT 15% WTOG 15% WTTA 5% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

COMP ESTIMATED; WILL UPDATE WHEN AVAILABLE

SVC- NSI BOOKS- JUL/PJ  
 DEMOS- RA55+\*

**Target Enterprises**  
 15260 Ventura Blvd  
 Suite 1240  
 Sherman Oaks CA 91403

**Natl Fed Indp Bus / Issue**  
 Submission Number 1046 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b>	Natl Fed Indp Bus / Issue	<b>Submission Cost:</b>	21100	<b>Campaign Ref:</b>	E:120821056
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	NFIB /NFIB /	<b>Sales Rep:</b>	HRP Los Angeles
<b>Schedule Dates:</b>	08/20/12 to 08/26/12	<b>Weeks:</b>	1	<b>Order Ref:</b>	03371747
<b>Est./PO Number:</b>	03371747	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Natl Fed Indp Bus / Issue	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	Total	Cost
1	M-F 530p News ..W.F..	04	860	30 Comme	Nbr of Spots	2	1700
2	M-F 530p News ...T...	04	1700	60 Comme	Nbr of Spots	1	1700
3	M-F 630p ET / 530p CT NBC Nightly News ..WTF..	02	3500	30 Comme	Nbr of Spots	3	10500
4	M-Su 11p News ..WTFSS	02	1800	30 Comme	Nbr of Spots	4	7200
<b>Weekly Totals: Total Spots(Ord Spots)</b>					10	10	

<b>Grand Totals</b>				<b>Month 8 Weeks: 4</b>			
<b>Totals</b>				<b>08/20</b>			
Spots				10			
Cost				21100			

<b>Grand Totals:</b>	<b>Spots:</b>	<b>10</b>
	<b>Gross Total:</b>	<b>21,100.00</b>

Commission:	<u>3,165.00</u>
Net Total:	<u>17,935.00</u>

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <u>WFLA Tampa, FL</u>	<b>Date:</b> <u>8/21</u>
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I, Kym Mason  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:** As ordered

This broadcast time will be used by: National Federation of Independent Business

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

Agency / client refuses to sign/fill out the NAB form

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Bill Nelson, US Senator - Florida

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NFIB

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

\_\_\_\_\_  
Date Signature Contact Phone Number

### TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title